

CLAIMS

What is claimed is:

1. A method for processing a notification, said method comprising:
accessing a data packet representing the notification, said data packet having at least one content type attribute, said content type attribute having a content data attribute associated therewith storing non-rendered content data;
determining at least one characteristic of a user device based on a capability of the user device to process content data; and
selecting one of the content type attributes for processing by the user device based on the determined characteristic.
2. The method of claim 1, further comprising defining a filtered data packet including the selected content type attribute and content data attribute associated therewith.
3. The method of claim 2, further comprising sending the filtered data packet to a data communication network for processing.
4. The method of claim 2, further comprising effecting the delivery of the filtered data packet via a data communication network to the user device for processing.
5. The method of claim 1, wherein the data packet comprises a device hint attribute storing a characteristic value representative of a specific user device, said device hint attribute being associated with one of the content type attributes, and wherein selecting one of the content type attributes comprises selecting one of the content type attributes to process based on the determined characteristic of the user device and the characteristic value stored in the device hint attribute.
6. The method of claim 1, wherein accessing the data packet comprises receiving the data packet via a data communication network from a content provider.

7. The method of claim 1, wherein selecting one of the content type attributes comprises selecting the content data attribute having content data with the longest length that fits on a display associated with the user device.

8. The method of claim 1, further comprising truncating content data stored in the content data attribute associated with the selected content type attribute, wherein said truncating occurs responsive to a size restriction associated with a display of the user device.

9. The method of claim 1, wherein accessing the data packet comprises accessing the data packet having a plurality of content type attributes, said content type attributes each having a content data attribute associated therewith, wherein one of said content data attributes stores non-rendered content data.

10. One or more computer-readable media having computer-executable instructions for performing the method of claim 1.

11. One or more computer-readable media having computer-executable components for processing a notification, said components comprising:

an interface component to access a data structure representing the notification, said data structure having one or more content type fields, each of said content type fields having a content data field associated therewith, wherein one of the content type fields has a content data field associated therewith storing non-rendered content data;

a configuration component to determine at least one characteristic of a computing device based on a capability of the user device to process content data; and

a filter component to select one of the content type fields from the data structure accessed by the interface component for processing by the computing device based on the characteristic determined by the configuration component.

12. The computer-readable media of claim 11, further comprising an assembly component to define a filtered data packet including the selected content type attribute and content data attribute associated therewith.

13. The computer-readable media of claim 12, wherein the assembly component, when executed, sends the filtered data packet to a data communication network for processing.

14. The computer-readable media of claim 12, wherein the assembly component, when executed, effects the delivery of the defined data packet to the computing device via a data communication network for processing.

15. The computer-readable media of claim 11, wherein the interface component receives the data structure via a data communication network from a content provider.

16. A computer-readable medium having stored thereon a data structure representing a notification, said data structure comprising:

a plurality of content type attributes, each of said content type attributes storing a value identifying a content type;

a content data attribute for each of the plurality of content type attributes, said content data attribute storing content data of the content type identified by the content type attribute corresponding thereto, wherein one of the content type attributes has a content data attribute associated therewith storing non-rendered content data, and wherein a computing device selects one of the content type attributes and processes the content data stored in the content data attribute associated therewith.

17. The computer-readable medium of claim 16, further comprising a device hint attribute, said device hint attribute storing a characteristic value representative of a specific computing device, said device hint attribute being associated with one of the content type attributes.

18. The computer-readable medium of claim 16, wherein the content type comprises one or more of the following: hypertext markup language, text, graphics, extensible markup language, audio, and video.

19. The computer-readable medium of claim 16, further comprising a device hint attribute, said device hint attribute identifying the computing device.

20. The computer-readable medium of claim 16, wherein the content type attribute comprises formatting information for the content data.

21. The computer-readable medium of claim 16, wherein the computing device comprises a gaming device, and wherein the non-rendered content data includes metadata such as a game identifier.

22. A system for processing a notification, said system comprising:
a first memory area to store routing preferences of a user;
a second memory area to store a device characteristic of one or more computing devices associated with the user; and
an alerts service adapted to receive a data packet from a content provider and deliver the received data packet to the computing devices based on the routing preferences stored in the first memory area and the device characteristic stored in the second memory area, wherein said received data packet includes non-rendered content for use by the user device.

23. The system of claim 22, said first memory area to store an ordered list of the computing devices.

24. The system of claim 22, said second memory area to store the device characteristic identifying a processing capability of the computing devices including one or more of the following: hypertext markup language, text, graphics, extensible markup language, audio, and video.

25. The system of claim 22, wherein the non-rendered content comprises extensible markup language data.

26. A method for processing a notification to be delivered to a user device via a data communication network, said method comprising:

accessing, prior to delivery of the notification, a data packet representing the notification, said data packet having at least one content type attribute, said content type attribute having a content data attribute associated therewith storing non-rendered content data;

determining at least one characteristic of a user device based on a capability of the user device to process content data;

selecting one of the content type attributes for processing by the user device upon delivery of the notification based on the determined characteristic; and

sending the notification to the data communication network as a function of the selected content type attribute to provide content data formatted for the user device.

27. The method of claim 26, wherein accessing the data packet comprises receiving the data packet via the data communication network from a content provider.

28. The method of claim 26, wherein sending the notification to the user device comprises:

defining a filtered data packet including the selected content type attribute and content data attribute associated therewith; and

sending the filtered data packet to the data communication network to provide content data formatted for the user device.

29. One or more computer-readable media having computer-executable instructions for performing the method of claim 26.